

PACIFIC HEADS OF HEALTH

Réunion des directeurs de la santé du Pacifique

Scaling up Implementation on Regional Commitments and National Priorities to Tackle NCDs

PANEL SESSION

Chair/Moderator

Sir Collin Tukuitonga

Associate Dean Pacific/ Associate Professor/ Director – Faculty of Medical and Health Sciences, Centre for Pacific and Global Health, University of Auckland, New Zealand.

Context

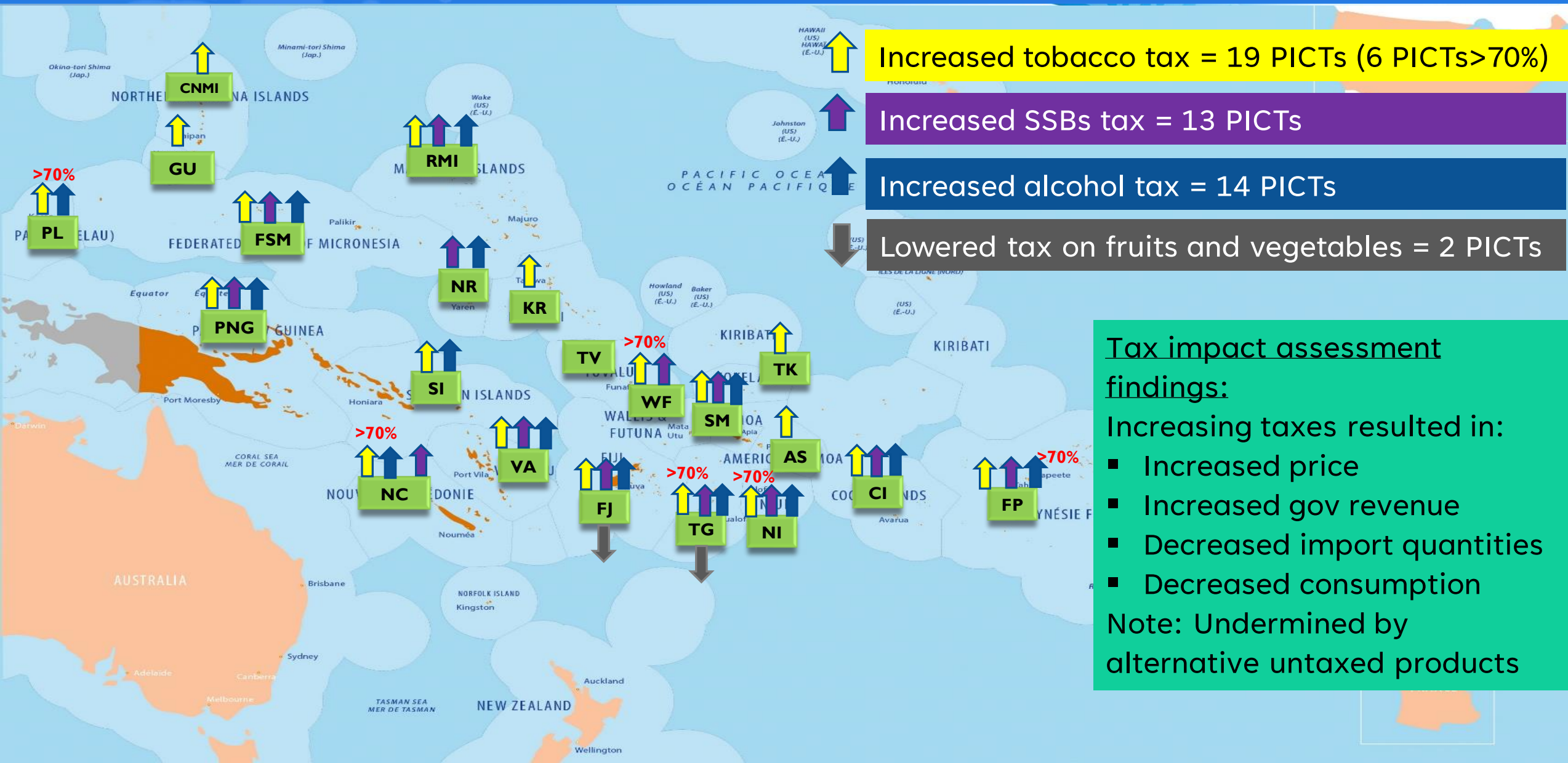
- NCD continues to threaten human health and hinder **socio-economic development**.
- Several **declarations and commitments** to tackle NCDs e.g.,
 - ✓ WHO NCD Best-Buys
 - ✓ Pacific NCDs Roadmap
 - ✓ Pacific ECHO priorities
 - ✓ Pacific NCD Legislative Framework
 - ✓ 2023 Bridgetown Declaration on NCDs
 - ✓ 2023 HOH and PHMM NCD Commitments

Monitored by MANA

Rating	Description
	Not present
	Under development
	Present
Strength of action/implementation	
★	Low
★★	Medium
★★★	High



Progress example: Taxation of unhealthy products and its impact since the Roadmap was endorsed



Tax impact assessment findings:

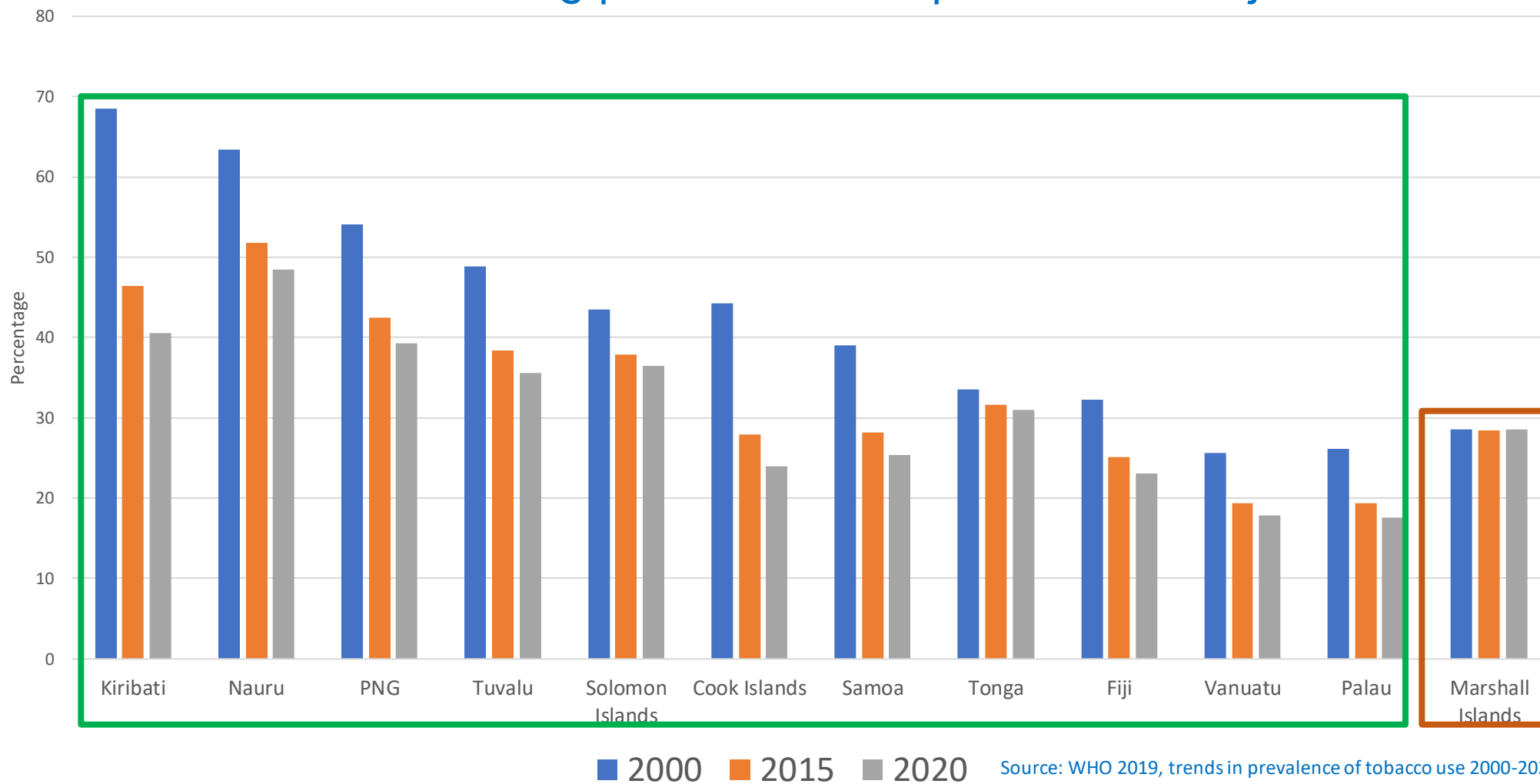
Increasing taxes resulted in:

- Increased price
- Increased gov revenue
- Decreased import quantities
- Decreased consumption

Note: Undermined by alternative untaxed products

Progress example: Decreasing trends of smoking prevalence

Est. smoking prevalence comparison 15+ adjusted



Source: WHO 2019, trends in prevalence of tobacco use 2000-2025
[9789240000032-eng.pdf](https://www.who.int/publications/i/item/9789240000032-eng)

HOWEVER,

DESPITE SOME PROGRESS.....

- Implementation has been **slow to achieving the global NCD targets**, due to challenges we face.
- Many areas including tobacco industry interference, alcohol advertising, restricting marketing of unhealthy foods etc. are **less progress**.
- Urgent need to **translate global and regional commitments into national/local actions**

Panel discussion focus: 'IMPLEMENTATION'

Specific objectives:

- Discuss and share experiences, challenges, and solutions in **scaling up NCD implementations at the country level** through the lens of multi-sectoral collaboration;
- Advocate to **foster implementation of NCD priorities** through leadership from the Pacific HOH;
- **Reaffirm commitment** to take bold country specific timebound actions to accelerate the implementation of the **Pacific NCD Roadmap** and the **Bridgetown Declaration on NCDs**; and
- Put forward **specific recommendations** to scale up implementation at the national level.

PACIFIC HEADS OF HEALTH

Réunion des directeurs de la santé du Pacifique

PANEL SESSION: Scaling up **Implementation** to Tackle NCDs

Chair/Moderator



Sir Collin Tukuitonga
Associate Dean/Professor
The University of Auckland

Panellists



Ms Halina Palacios
Chief Operations Officer of Population Health
Commonwealth of the Mariana Islands



Mr Bob Williams
Secretary of Health
Cook Islands



Dr Jemesa Tudravu
Permanent Secretary for Health
Fiji



Dr Philippe Biarez
Director of Health
French Polynesia